Web Team: Guide to Making Web Requests

Job requests must be initiated through **webmaster@doe.virginia.gov**, which is monitored by communications office staff. Documents may be provided as attachments or on flash drives.

The initial request may be supplemented with follow-up information, instructions, documents, and hardcopy, marked-up pages with suggested edits by telephone or in person.

Email requests should include the following:

- **Location (URL) of the Web page(s) involved.** To get the correct URL, navigate to the web page to be edited and then copy and paste the URL at the top of the web browser window. For example: provide http://www.doe.virginia.gov/special_ed/index.shtml, not "Special Education page."

- **Instructions for completing the work you are requesting**. The instructions may either be provided in the email message or as a Word-document attachment that outlines the instructions. The more specific your instructions, the faster the web unit can complete the request and lower risk of errors.

- **Documents that will be linked from your web page**. See Guidelines below for requirements for PDF, Word, Excel and PowerPoint documents.

- **Due date for completing the work**. When there is a specific date that the request must be completed, let the web unit know. Otherwise work is completed in the order that it is received, that is on a first-come, first-served manner. For example, if changes need to be made to coincide with a superintendent's memo, please include the anticipated date of the memo's posting.

Consider the Options

- Would your content benefit from the addition of a "**News & Announcements**" blue box or "**Professional Development**" green box to alert users to important news, deadlines or updates? To request either of these, you must provide a date when the announcement is to be removed (known as a "kill date").

- Is there another location on the website where a cross-link to this content would help guide site users who may not navigate through the standard path?

The web unit is here to help — just ask

The web unit is available to help map out the best solution to make web pages more effective.

As a Web Team member, you can help the web unit assist you better by:

- Understanding where your content is located on the site

- Getting to know how the site is organized and where other information is located.

Tips & Guidelines

We know that speed of delivery is important to you. If these guidelines are not followed, you may be asked to provide what is missing. This could cause a delay in getting your information on the site. If you have questions, please send an email to the webmaster mailbox.

Writing Style

Content on the website is based on the VDOE style and usage stylebook (located on the I drive). Please follow the requirements in this official guidance document.

In addition, some content may also adhere to the Associated Press Stylebook (AP Style). Your web page content might be reviewed by communications office staff for compliance with AP Style. However, in most cases, your pages will not be modified before posting.

Preparing Documents for Web Publishing (Word, PDF, Excel, PowerPoint, etc.)

- The preferred format for most web documents is PDF. Word files may be used if the document is a form intended to be filled out by users.

- All documents must include a straightforward, descriptive title. The wording used for the title in most cases should be the same used on the web page to create the links to the documents.

- All documents must have a creation or revision date on the first or title page of the document.

- Make sure your documents do not contain hidden, embedded, tracking or private information.

Preparing Files Web Publishing (Word, PDF, Excel, PowerPoint, etc.)

Name your files and folders with all lowercase letters with no symbols other than hyphens.

Naming Requirements:

- **Use hyphens** between words instead of spaces
- **NO other symbols** or unusual characters ~!@#$%^&*()+{}|:"<>?`=[]\;',./
- Keep it **lowercase**
- Include descriptive and consistent keywords
- Check spelling!

File Name Examples:

Correct:

- fostering-connection-liaisons.pdf
- blueprint-math6.pdf
- executive-summary-sample-report.docx
- effective-and-explicit-instruction.pdf

Incorrect:

- Fostering Connection Liaisons FINAL JK.pdf
- Blueprint Math #6.pdf
- EXECUTIVE SUMMARY sample report 010616 ED FINAL.docx
- effective and explicit instruction.pdf

Using "News & Announcements" to call attention to your website content

This is a content feature that can be used on any web page.

An announcement is **always temporary**. When requesting the creation of a News & Announcement entry, you must specify a date that the announcement should be removed. With a predetermined removal date, you will not need to request the removal of an announcement.

It is used most often in one of two ways:

- To notify users of something with a deadline. For this type of announcement, the message content only exists within the blue announcement box. The information within the message will be deleted when it is removed, i.e. it is no longer relevant or necessary.

- To highlight new or updated permanent content elsewhere in the topic or in another topic. When the announcement is removed, the content that it pointed to will still exists until you request it to be removed or replaced.

> **News & Announcements** ❶
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> **2015-2016 Special Grants for Survey Fee Required for Practical Nursing** – A grant is available for practical nursing programs that are scheduled for survey visits by the Virginia Board of Nursing during the 2015-2016 school year. For more information, see Superintendent's Memo 058-15.

Using "Professional Development" announcements

This is a feature that can be used on any web page. Similar to "News & Announcements," it is an announcement that specifically identifies a professional development opportunity. It has a green background color and styling that is not used for any other type of content on the site. Like "News & Announcements," it is temporary and usually points to a main area with more information and details. When requesting the creation of a professional development announcement, you must specify a date that the announcement should be removed.

> **Professional Development** ❶
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> **Cooperative Education Training** – A professional development workshop for teachers who are first-time and experienced cooperative education coordinators is scheduled for June 30-July 1, 2015, in Richmond. For details and pre-registration form, see Superintendent's Memo 020-15. Also see Work-Based Learning.